

Message Text

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61

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DRAFTED BY COM/OIM/SAD/RFGOOTENBERG/DCG

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R 221609Z JUL 74

FM SECSTATE WASHDC

TO AMEMBASSY BRUSSELS

UNCLAS STATE 158180

E.O. 11652: N/A

TAGS: BEXP, BE

SUBJECT: IN-STORE PROMOTION, GALERIES ANSPACH

REF: BRUSSELS 589 AND 5074; STATE A-1717, 2/24/73

1. CONFIRMING GRANT TELECON WITH GOOTENBERG, COMMERCE
WOULD SUPPORT THE PROPOSED IN-STORE PROMOTION AT GALERIES
ANSPACH IN FISCAL 1975.

2. LETTER OF INTENT SHOULD READ: GALERIES ANSPACH DEPARTMENT
STORE AGREES TO CONDUCT A SPECIAL RETAIL SALES PROMOTION
DURING A PERIOD IN APRIL 1975. THE GALRIES ANSPACH DEPART-
MENT STORE AGREES TO PURCHASE NOT LESS THAN U.S. DOLS
250,000 FREE ON BOARD VALUE, OTHER THAN FOOD PRODUCTS, OF WHICH
AT LEAST ONE-THIRD OF THE PRODUCTS SHALL BE NEW TO THE STORE.
PURCHASES SHALL BE TOTALLY IN ADDITION TO PURCHASES MADE
IN THE UNITED STATES FOR A COMPARABLE PERIOD PRIOR TO THE
PROMOTION. THE UNITED STATES EMBASSY, ON BEHALF OF THE
U.S. DEPARTMENT OF COMMERCE, AGREES TO REIMBURSE GALERIES
ANSPACH DEPARTMENT STORE FOR THE PURPOSE OF SHARING PROMOTION
EXPENSES THE AMOUNT OF U.S. DOLS 25,000. SPECIFIC DETAILS WILL
BE INCORPORATED INTO A FORMAL CONTRACT BETWEEN THE GALERIES
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ANSPACH STORE AND THE GOVERNMENT OF THE UNITED STATES".

3. SUBSEQUENT CONTRACT SIMILAR TO THAT CONTAINED IN A-1717
OF FEB. 1973 CAN BE SIGNED DURING PROPOSED VISIT TO
POST IN SEPTEMBER BY CHARLES E. JOHNSON OF SPECIAL
ACTIVITIES DIVISION STAFF. KISSINGER

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Message Attributes

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